

TO: Jim Spector

FROM: A. Goldfarb

SUBJECT: Revised Players Lights 25's Test Markets

DATE: February 25, 1985

The below listing indicates revised selections for recommended test markets. Markets have been paired for three potential scenarios.

Selections

- On Carton Coupon
 - Indianapolis
 - Spokane
- 25 Pack Value Price
 - Denver
 - Des Moines
- Media Coupon
 - Little Rock replaces Birmingham
 - Huntington-Charleston

Criteria

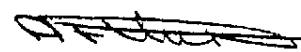
- On Carton Coupon
 - Above average Generic and 25 pack markets.
 - One larger/one smaller market
- 25 Pack Value Price
 - One market with above average Generics development and average 25's development.
 - One market with above average Generics and 25's development.
 - One larger/one smaller market.
- Media Coupon
 - One market with above average Generics and above average 25's development.
 - One market with above average Generics and average 25's development.

All markets selected, with the exception of Denver, have average to below average Philip Morris development. All states involved use a mil rate per cigarette in applying taxes and a table indicating each states tax rate is attached. Brand development and demographic data have been provided for recommended test markets.

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BRAND DEVELOPMENT/DEMOGRAPHICS

	<u>Indianapolis</u>	<u>Spokane</u>	<u>Denver</u>	<u>Des Moines</u>	<u>Little Rock</u>	<u>Huntington Charleston</u>
% U.S. Population	1.2	.5	1.4	0.9	0.8	.7
* SDI's:						
Total Players	64	96	135	68	56	59
Total Liggett Generics	189	198	127	147	210	272
Total Century	124	146	105	138	115	107
Total Flavor Low Tar	111	110	109	114	113	74
Total Philip Morris	85	103	121	99	88	101
Total Richland (24 mkts)	118	--	--	162	130	61
Total Richland 10 pack (2 mkts)	--	88	--	--	--	--
% Black	8	1	3	2	14	3
% Hispanic	1	3	11	1	1	1
Age Index:						
18-20	110	112	110	108	98	94
21-29	100	99	113	94	94	93
30-39	100	100	107	95	98	102
40-49	104	100	105	99	100	102
50-64	99	99	86	101	99	102
65+	90	95	70	115	116	95
Income Index:						
0-10	77	104	69	80	142	139
10-25	109	99	104	107	104	105
25-50	104	101	116	103	63	63
50+	97	94	120	101	56	52
 Total Stores	 2501	 858	 2708	 2010	 2187	 1827
Volume Index:						
0-199	92	74	71	106	137	91
200-299	108	91	79	90	112	91
300-499	105	138	68	66	92	108
500-999	122	123	67	90	78	98
1000+	172	67	279	168	60	120
 Plan A Penetration Index	 102	 111	 130	 76	 113	 73
Plan A Coverage Index	112	109	122	87	116	90
Plan B Penetration Index	93	101	101	92	107	78

* Based on the latest 6 months average ending November 1984.

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<u>Market</u>	<u>States</u>	<u>200's Tax Rate</u>	<u>225's Tax Rate</u>	<u>Tax Rate Procedure</u>	
Spokane	Washington	\$2.30/ctn	\$2.59/ctn	Millage	Per (Cigarette)
	Idaho	0.91	1.02	"	
	Oregon	1.90	2.14	"	
Indianapolis	Indiana	1.05	1.18	"	
Denver	Colorado	1.50	1.69	"	
	Wyoming	0.80	0.90	"	
Des Moines	Iowa	1.80	2.03	"	
Little Rock	Arkansas	2.10	2.36	"	
Huntington	West Virginia	1.70	1.91	"	
Charleston	Kentucky	0.30	0.34	"	
	Ohio	1.40	1.58	"	

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